National Aeronautics and Space Administration

NASA Shared Services Center

Communication Plan for Processing Training Notices (Internal Training) Transition to the NASA Shared Services Center

FINAL

NASA Shared Services Center
Building 5100
Stennis Space Center, MS 39529

Document History Log

Status (Basic/Revision/Cancelled)	Revision Date	Description of Change
Basic	5/15/2007	Basic Release

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Communication Objectives

The following communication objectives have been identified for the transition of Processing Training Notices (from here forward referred to as Internal Training).

- Communicate with all affected stakeholders
- Compose and distribute consistent, clear, concise, audience-specific messages
- Employ effective and appropriate communication vehicles: environment and audience analysis are crucial in identifying communications efforts
- Set appropriate expectations
- Provide frequent and unbiased status of project progress
- Communicate to stakeholders what they need to know, *before* they need to know it
- Provide ample time for stakeholders to move past an emotional reaction and on to effective involvement
- Meet frequently and regularly with project managers on developments and tactical concerns
- Offer opportunities for private communication as appropriate
- Hold project-wide meetings at important milestones
- Gather and provide after-action feedback to track and resolve issues with quick hit solutions
- Communicate results of after-action resolutions for quick win messages

Communication Strategy

The NSSC Communication Strategy for the Internal Training activity transition includes: face-to-face meetings, teleconferences, a Service Delivery Guide, a Quick Reference Guide, an information-specific website, a Transition Plan, and an Operational Readiness Review.

The NSSC Civil Servant and Contractor Internal Training Transition Managers are drafting and approving processes and policies which ensure decisions are made with input from all affected parties in relation to the Internal Training activity transition. Weekly and/or as needed meetings are held among the Internal Training Transition Team, the NSSC Contractor Training Operational Supervisor, and the NSSC Contractor Human Resources Manager. Processes and procedures are presented and approved by NSSC Civil Servant and Contractor Management.

All relevant activity transition information will be distributed to our stakeholders, customers, and NASA Centers to maintain clear and consistent communication channels.

Key Messages that should be reiterated constantly/consistently

Strategic Core Messages Developed Prior to Activity Transitions

Why the Agency Implemented the NSSC

- Supports meeting NASA strategic business and mission efforts with limited resources
  - There are greater demands to utilize resources (people, time, dollars) to best support our core mission.
- Improves overall quality and service

- Improving both the efficiency and effectiveness of transactional support activities will provide for consistent, high quality, easily accessible, timely services delivered in a customer focused fashion.
- Supports One NASA
    - Consolidation supports the Agency's focus of operating as one team that better leverages its skills and resources.

Tactical Core Messages – Key Messages Developed for Activity Transitions

The Value of the NSSC to Our Customers

- Redirects scarce Agency resources to critical missions
    - By consolidating and standardizing business processes the NSSC can achieve economies of scale, eliminate duplication of support functions, and allow Centers to concentrate on core activities.
- Accessibility
    - The NSSC is accessible through a self-service portal and the Customer Contact Center, which is open 12 hours per day, 5 days a week.
- Increased Customer Service
    - The NSSC will improve the efficiency and effectiveness of transactional support, which will provide for customer focused, consistent, high quality, and timely services.
- The NSSC is coordinating efforts Agency-wide to make transitions as seamless as possible for NASA employees.
- The NSSC will provide Centers with improved data quality and reporting capabilities by streamlining data collection processes.

Target Audiences				
Internal to NSSC			**External to NSSC**	
• NSSC Civil Servants (Internal Training) • NSSC Contractors (Internal Training) • NSSC Liaisons • Customer Contact Center			• NASA Center Training Offices • OHCM • Agency-wide (NASA Employees) • Vendors • Center Procurement Offices	
Audience	**Message/Objective**	**Method/Channel**	**Timing/Frequency**	**Target Dates**
OHCM Center Training Offices	Moderate Change – process change and possible customer resistance	Face-to-Face meetings (if required), email, telecons, SDG, transition plan, Web site content	Weekly and as needed	Weekly and/or as needed until "go-live"
NASA Employees	Internal Training Process	QRG, Web Site content	As needed, up to 90 days after transition	QRG: 20 days before "go-live" Web site: 5 days before "go-live"
Customer Contact Center	Internal Training Process / FAQs	Email, other necessary training	Training before "go-live"	TBD
NSSC Liaisons	Provide transition support to NASA Centers	E-mail, Telecons, SDG,	Included on CTO telecom invites and as needed	N/A
Center Procurement Offices	General Transition Strategy	Email	As needed	N/A
Vendors	Billing information, Internal Training Process	Email / Individual Telecons	As needed, continuous process information w/ every vendor contact	N/A